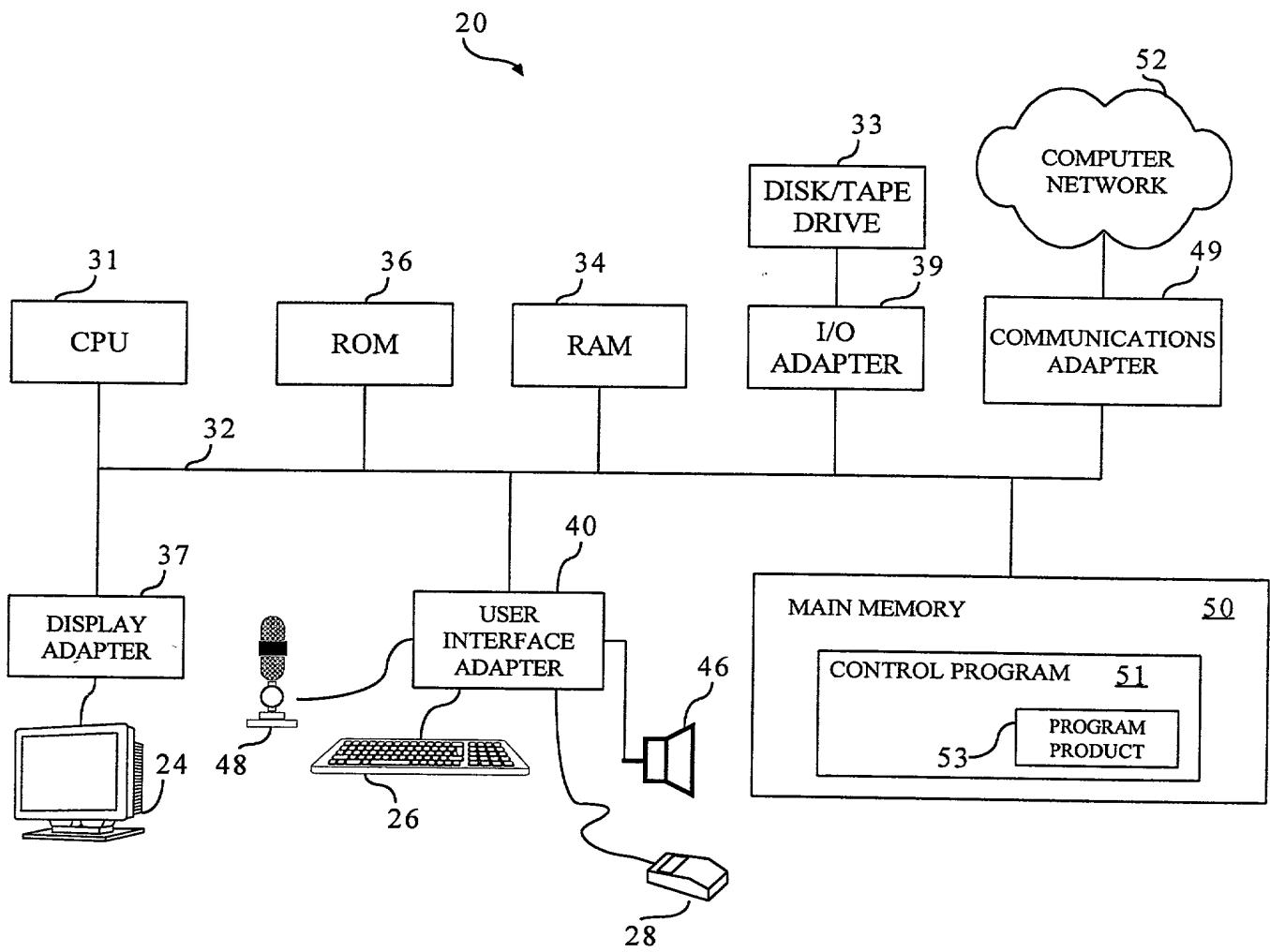
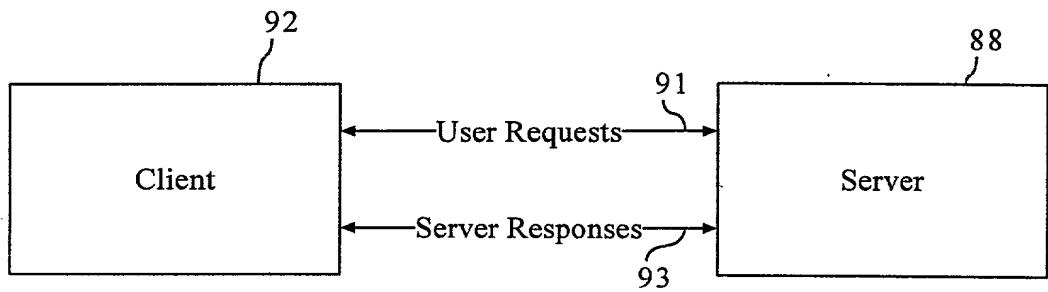


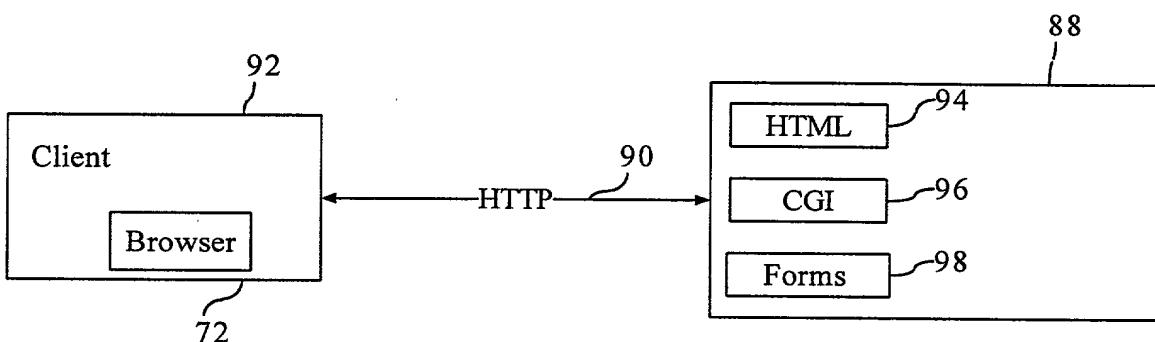
**FIG. 1**



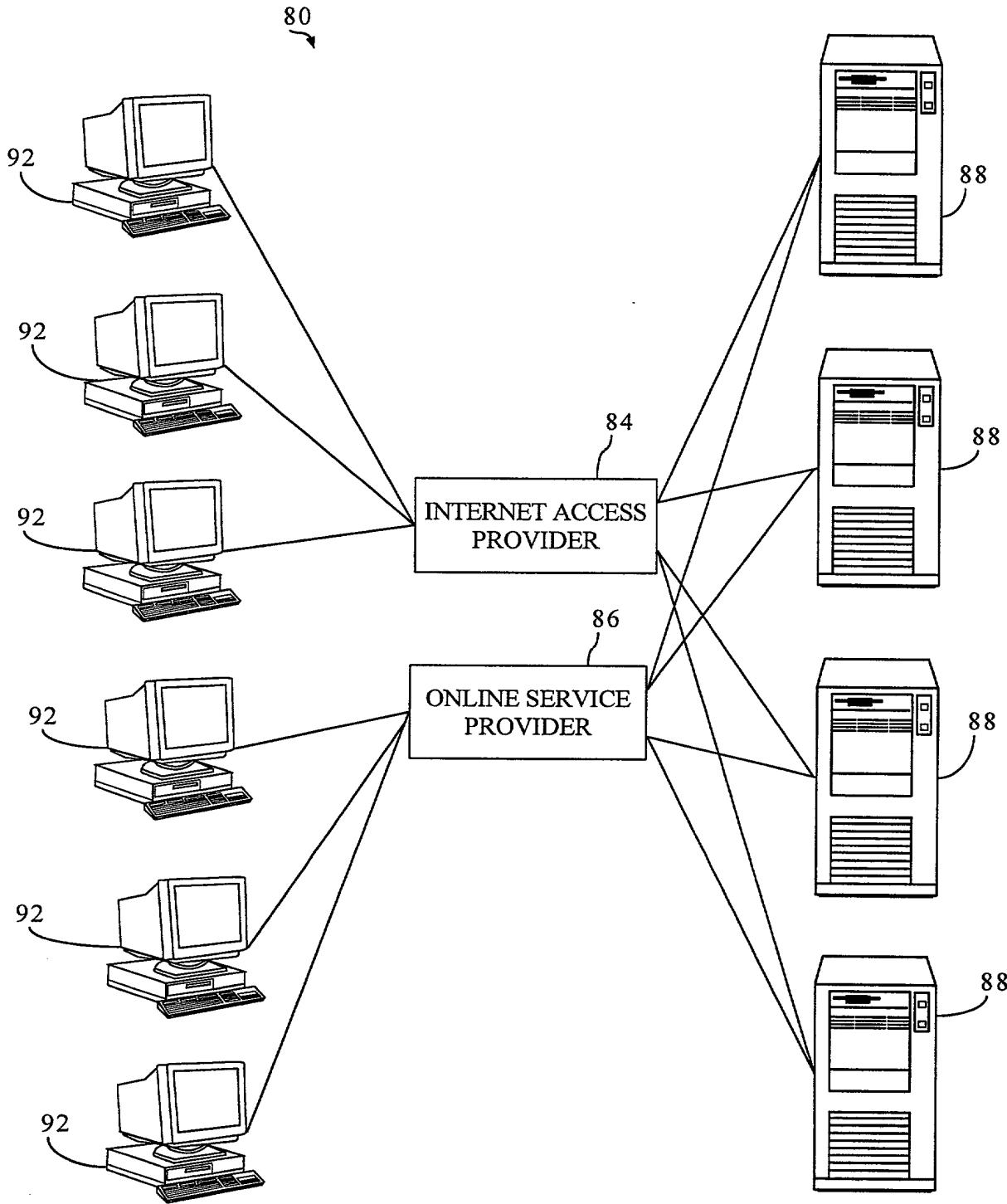
**FIG. 2**



**FIG. 3**



**FIG. 4**



**FIG. 5**

## Pre-Qualifying Templates

### Schematic

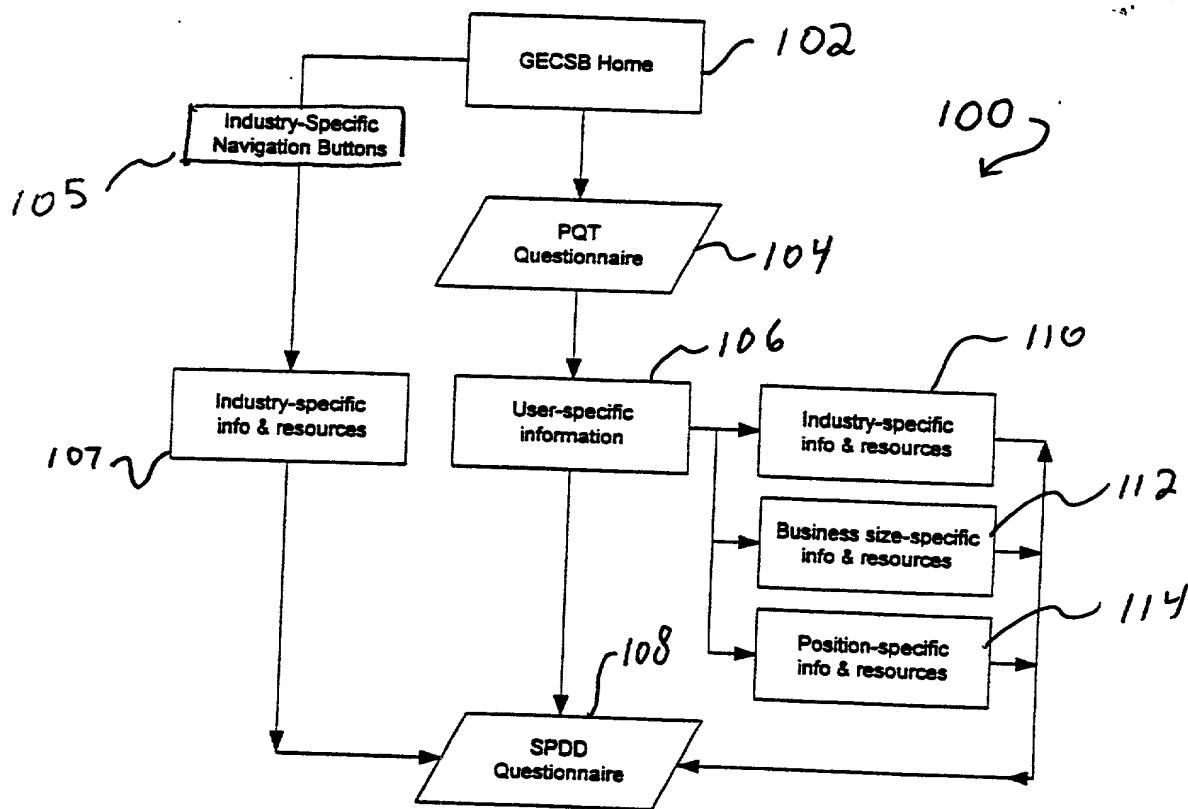


FIG. 6

## Sales Process Drill-Down

### Schematic

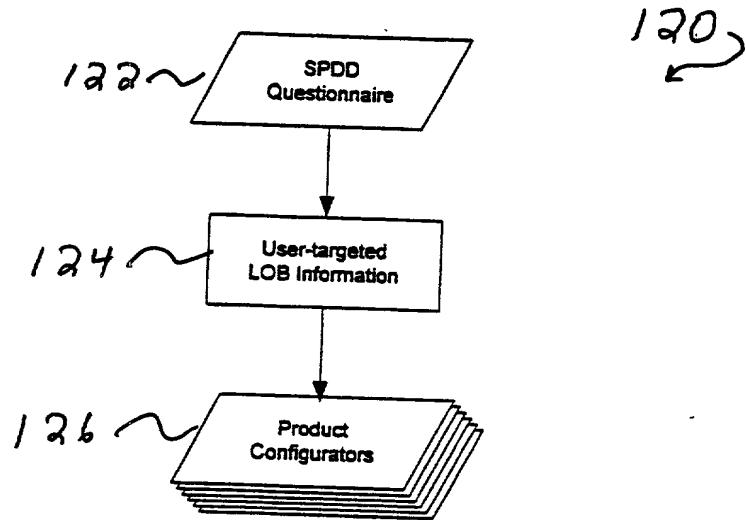


FIG. 7

## Product Configurator

### Schematic

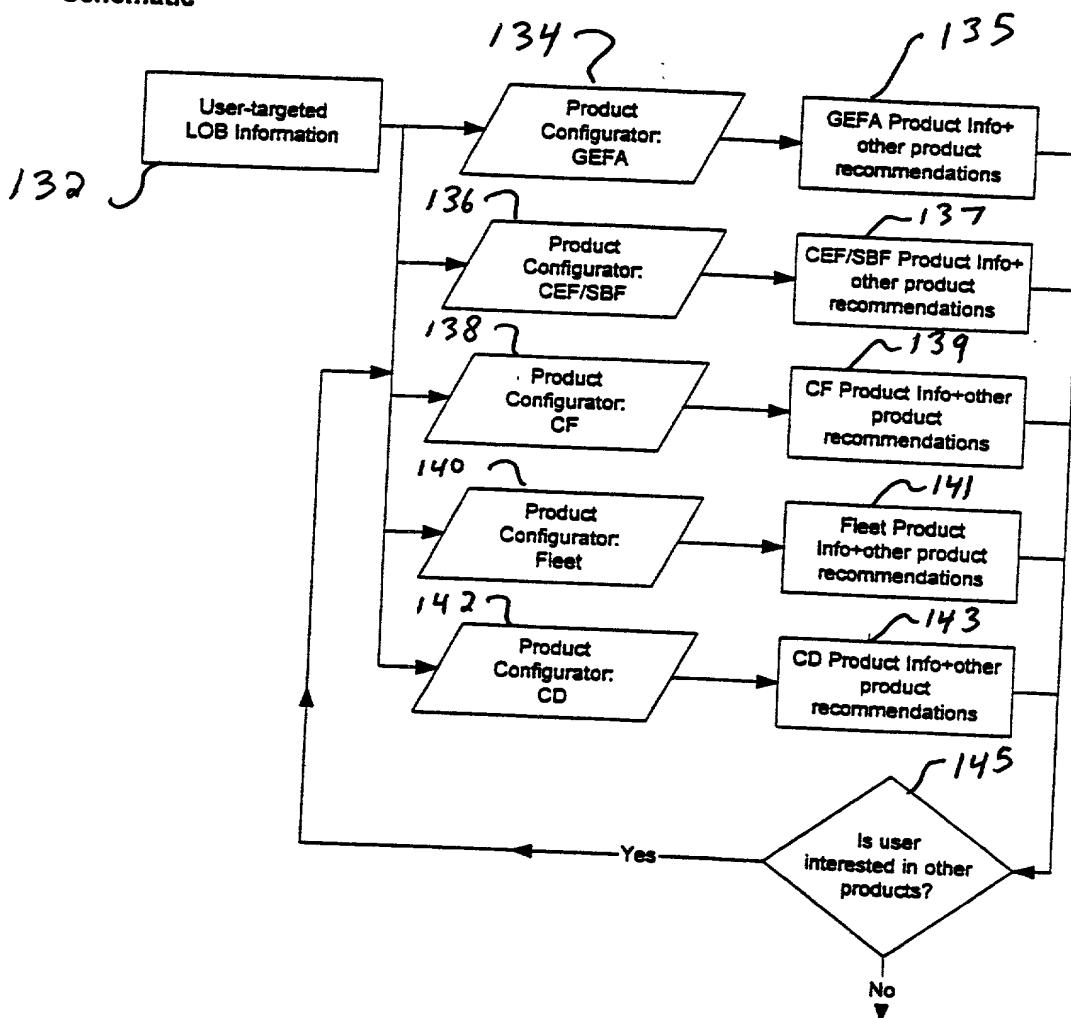


FIG. 8

## Online Application

### Schematic

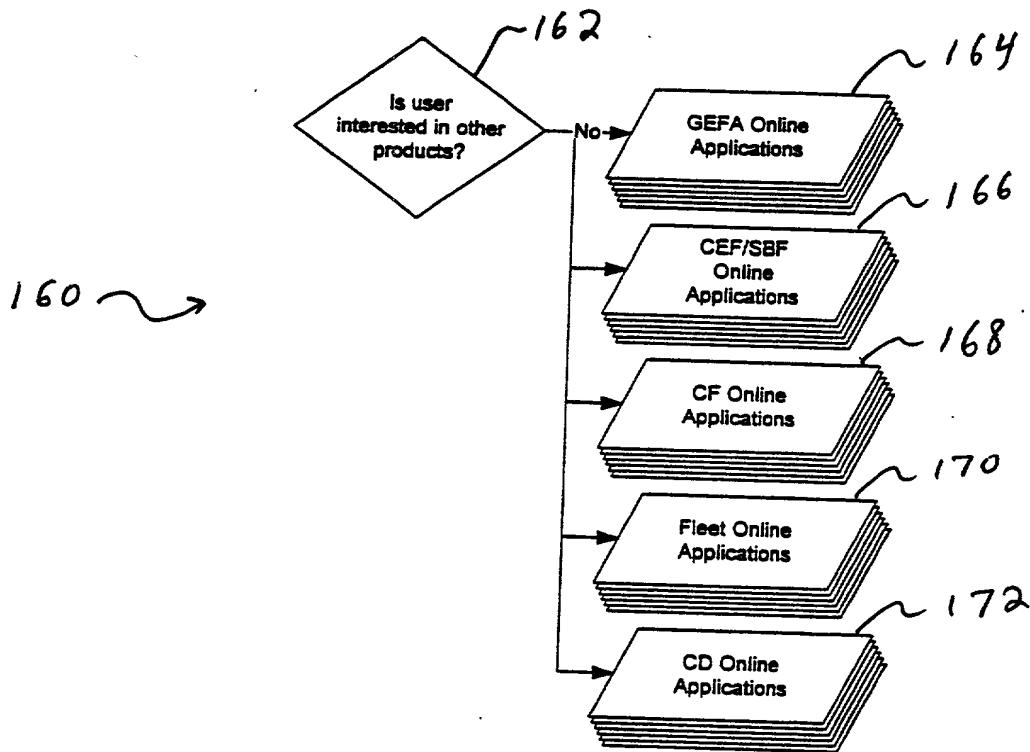


FIG. 9

## Brochureware

### Schematic

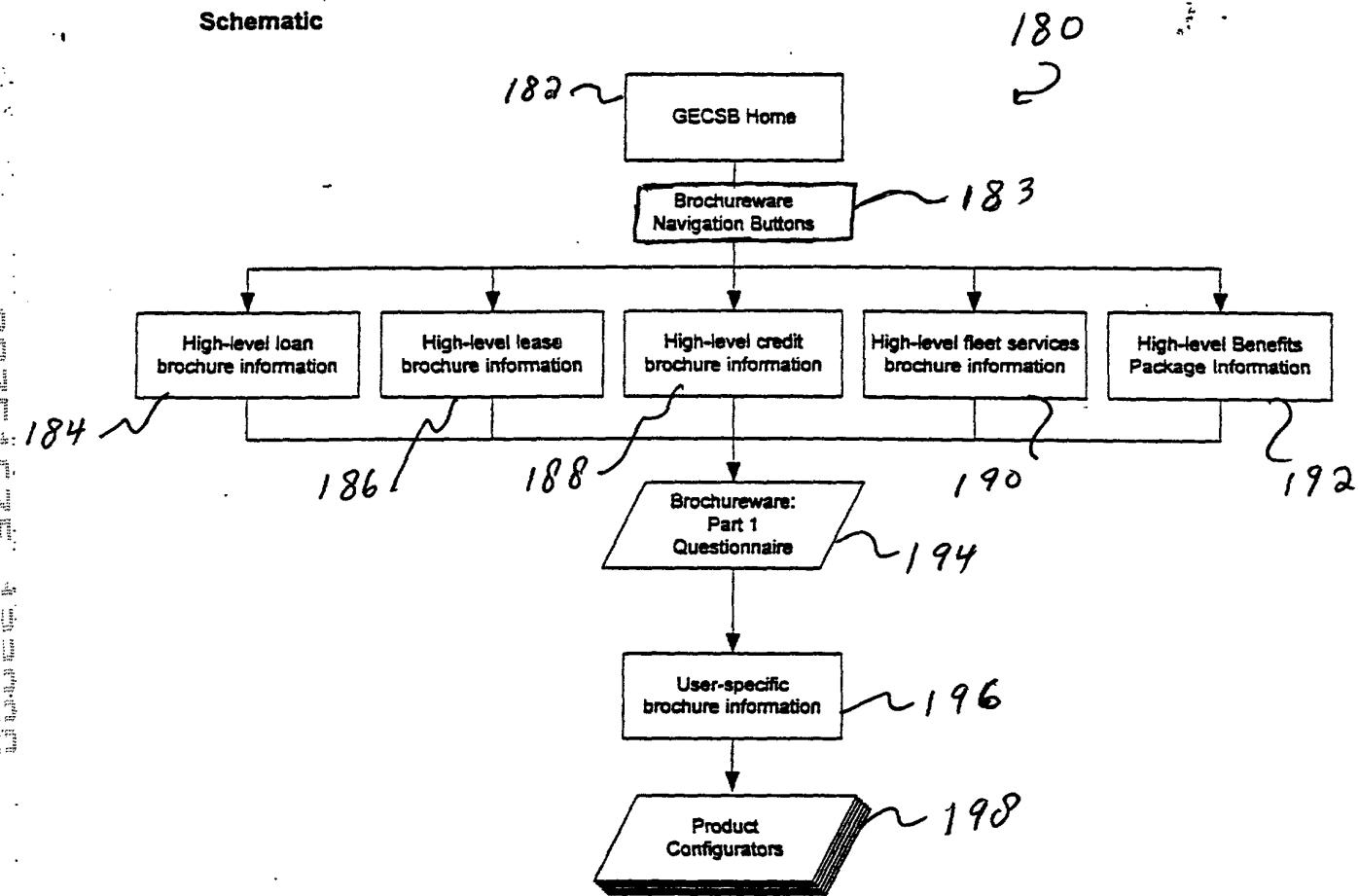


FIG. 10

## Other Site Areas

### Schematic

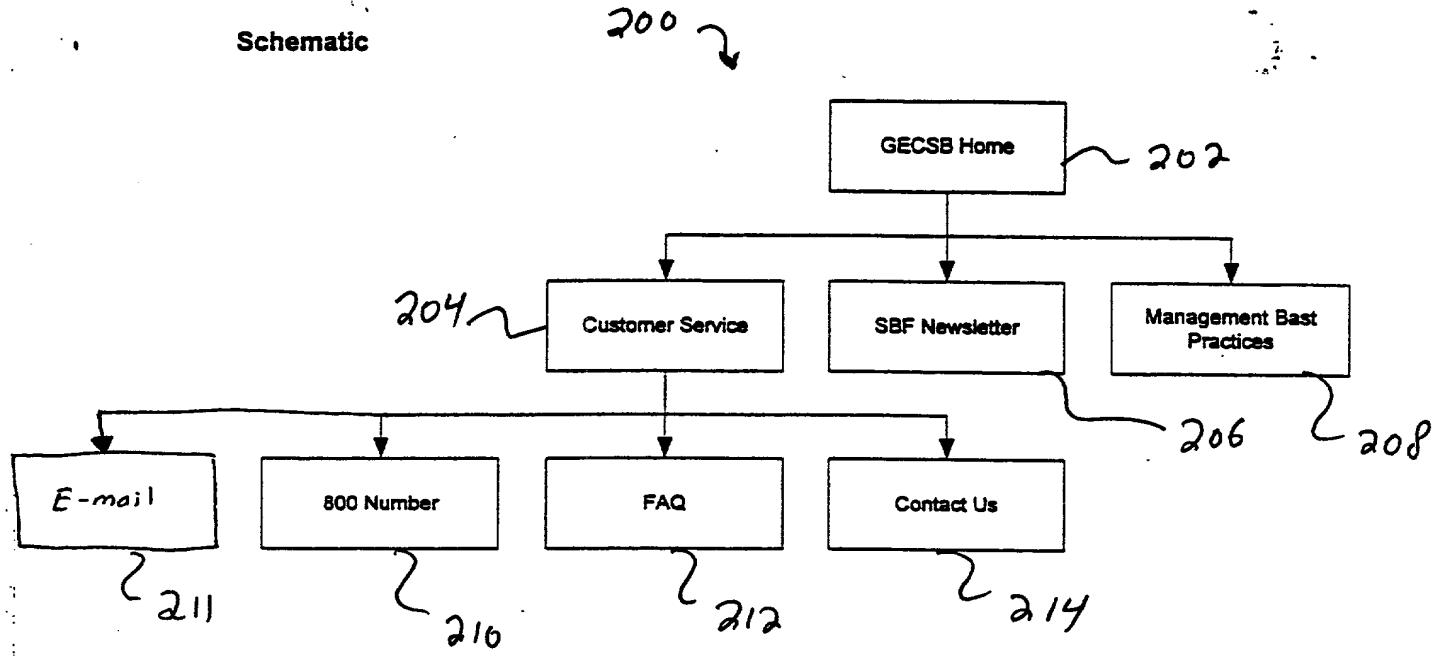


FIG. 11

210

<b>Feature Set</b>	<b>Definition/Usage</b>	<b>Technology used to fulfill request</b>
<b>Brochureware</b>	Business specific information with some high level product description	HTML files may be stored in the file system
<b>Interactive Marketing</b>	Industry/business /product information which will be "pushed" to a user based on input/profile	A Java servlet may gather information from any form and hand it off to an appropriate business rule class. The result can be links to the content or the actual content.
<b>Pre-Qualifying Templates</b>	General question to determine if the user qualifies for a business offering. Used to gather user information	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result is specific content based on input, Sales Process Drill Down.

FIG. 12

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Feature Set	Definition/Usage	Technology used to fulfill request
Sales Process Drill Down	More specific questions regarding the user's need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be specific content based on input, Product Configurator
Online Product Application	An application allowing a user to apply for a product offering	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be notification of application receipt.
Management Best Practices	Documentation regarding best practices in small business	HTML files can be stored in the file system

232 ↗

234 ↗

236 ↗

FIG. 13

240 ↘

Feature Set	Definition/Usage	Technology used to fulfill request
Product Configurator	Application to allow user to select criteria to determine an appropriate product for their need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be a list and description of product which match their need.
User Services	Allows users to access FAQ's and email regarding general questions	Java email classes can handle the email functionality. FAQ's can reside on the file system
Industry Specific Information	Specific content regarding industry	This information may be stored on a database or on the file system. This content can be sent to the user's browser.

FIG. 14

Web Products and Solutions	Interactive and Marketing Tools	Educational and Transactional Information
Products	Analysis Configurator	Home Page
Services	Product Configurator	Industry Newsfeeds
Payroll	Online Leasing	Case Studies
eZoffice	Online Credit Card	Testimonials
Affiliate Programs	Online Fleet App.	Video Testimonials
Insurance	Calculators	Stock Prices
Loans	Recommendation Tools	Investment Advice
e-Commerce Service	Credit Screening/ Grading/Scoring	Intelligent Searching
Cash Management	Online Documentation	Small Business University
Factoring	Company Diagnosticator	Customer Service
401(k) plans	Online Funding	Your Office@Fleet
Accounting Services	Online Documents and Workflow	Click-to-Talk
Tax Services		Community Bulletin Board
Bill Pay		Links to Sales Force Best Practices
		Feature of the Day

FIG. 15

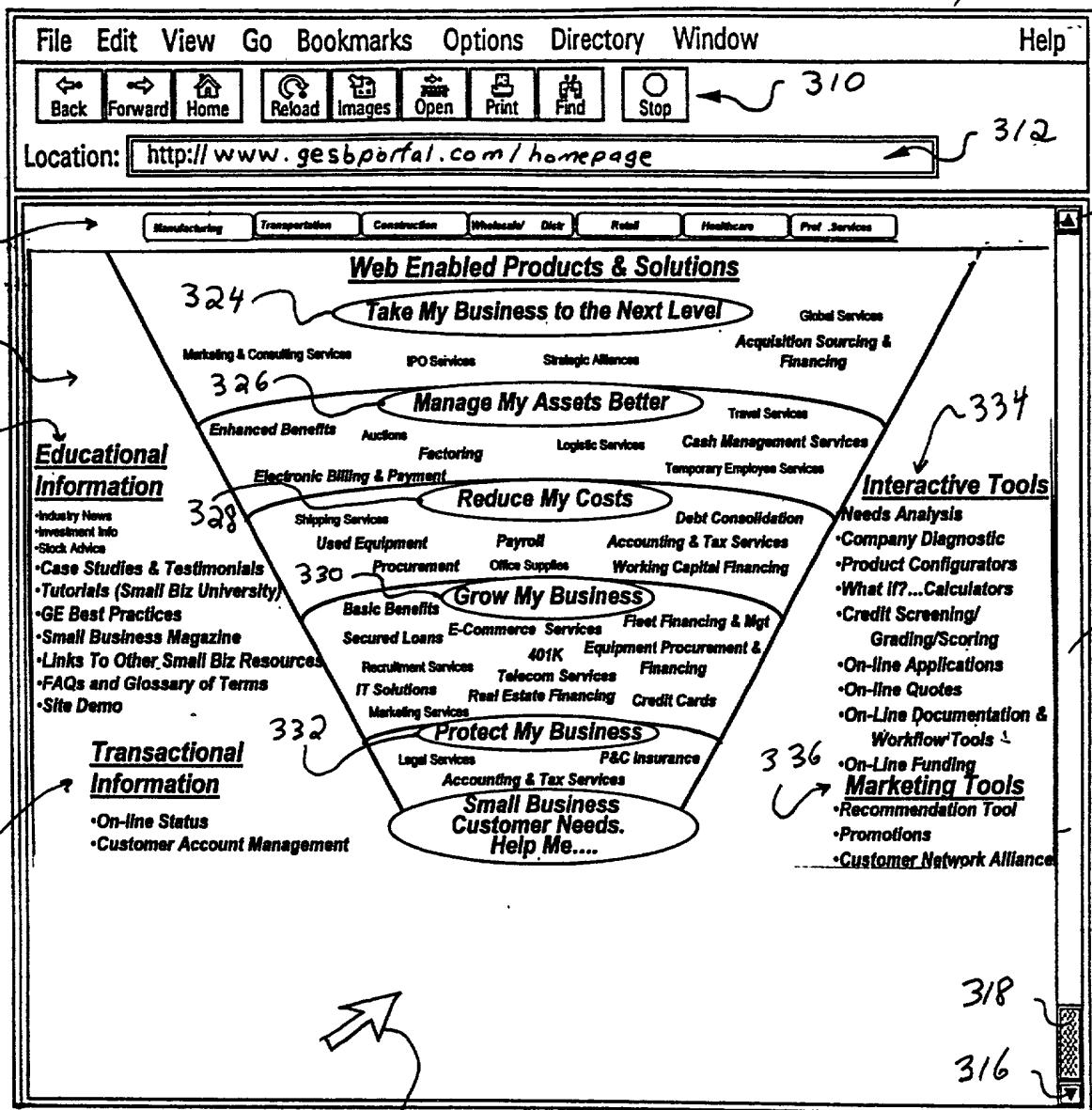


FIG. 16